

Travel Policy Implementation Communications Plan v1

Audience	Channel	Promotion approach/content	Date
Lead Members for Social Care and for Education	Virtual Meeting	LMB meeting and briefing	August 2022
Children Young People and Education Scrutiny Commission	Virtual meeting	To provide briefing to members on launch of the policy	TBC
Media/press team	Email/internal correspondence	Providing information in relation to the policy to anticipate any enquiries	TBC
Staff working in services	Email promotion	Employers encouraged to share with staff as part of their organisational response. SEND services staff to be briefed by management team.	TBC
Unions	Email promotion	Providing information in relation to policy to anticipate any enquiries	TBC
Big Mouth Forum (children and young people)	Virtual Meeting	Attendance at meeting (virtual) and presentation	TBC
Parent Carer Forum	Virtual meeting	Email to notify details of the policy changes Attendance at meeting (virtual) and presentation	TBC
Special Schools	Email and virtual meeting	Information in schools bulletin Attendance at meeting of special schools.	TBC
Mainstream Schools	Schools news bulletin	Information in schools bulletin	TBC
Early years settings	Email information on changes and links to website for guidance	Early years setting supporting children with SEND to be targeted Also include in SENCO newsletter.	Sophie can send an email to all SENCO contacts at any

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		Primary, secondary and SEND special schools newsletters	point if newsletter deadlines do not match TBC
Further Education providers	Virtual meeting and email	FE College & LA Liaison meeting including individuals from PFA meeting	TBC
SEND Improvement Board	Virtual meeting and email note	To brief the board	TBC
Schools Forum	Virtual meeting and email	Potential meeting to present to schools' group.	TBC
Children's residential homes	Email information on changes and links to website for guidance	Email link to our current providers	TBC
Members of the public & parents	Social Media, council website, letters to families in receipt of SEND transport	Information with overview on SM and on website family pages	TBC
Members of Parliament	Email notification of changes	Providing information in relation to policy to anticipate any enquiries	TBC
LLP & EIP	Email information on changes and links to website for guidance	Providing information in relation to policy to anticipate any enquiries	TBC